

BEFORE THE ARIZONA CORPORATION COMMISSION

1 2 COMMISSIONERS 3 TOM FORESE - Chairman 4 **BOB BURNS** DOUG LITTLE 5 ANDY TOBIN **BOYD DUNN** 6 In the matter of DOCKET NO. S-21002A-17-0016 SIMPLY SMART HOMES, LLC, an 8 Arizona limited liability company, DECISION NO. 9 SMART ENTERPRISES, LLC, an Arizona limited liability company, 10 ORDER TO CEASE AND DESIST, ORDER FOR RESTITUTION, ORDER FOR RICHARD A. SMART, an unmarried man, 11 12 13 Respondents. 14

Arizona Corporation Commission DOCKETED

APR 11 2017

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ADMINISTRATIVE PENALTIES, AND ORDER FOR OTHER AFFIRMATIVE ACTION

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On January 19, 2017, the Securities Division ("Division") of the Arizona Corporation Commission ("Commission") filed a Notice of Opportunity for Hearing Regarding Proposed Order to Cease and Desist, Order for Restitution, Order for Administrative Penalties, and Order for other Affirmative Action (the "Notice") against Respondents SIMPLY SMART HOMES, LLC, SMART ENTERPRISES, LLC, and RICHARD A. SMART.

On January 20, 2017, the Division served a copy of the Notice, upon SIMPLY SMART, LLC, SMART ENTERPRISES, LLC, and RICHARD A. SMART, by delivering to RICHARD A. SMART [the managing member and statutory agent for SIMPLY SMART HOME, LLC, AND SMART ENTERPRISES, LLC], via personal service. No request for a hearing or answer to the Notice has been filed as of April 5, 2017.

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I.

FINDINGS OF FACT

- SIMPLY SMART HOMES, LLC ("SIMPLY SMART HOMES") is an Arizona limited liability company organized under the laws of the state of Arizona since April 2015. SIMPLY SMART HOMES has not been registered by the Commission as a securities salesman or dealer.
- SMART ENTERPRISES, LLC ("SMART ENTERPRISES") is an Arizona limited liability company organized under the laws of the state of Arizona since August 2014. SMART ENTERPRISES has not been registered with the Commission as a securities salesman or dealer.
- RICHARD A. SMART ("R. SMART") has been at all relevant times an unmarried man and resident of the state of Arizona. R. SMART has not been registered by the Commission as a securities salesman or dealer.
- 4. R. SMART is and has been for all relevant times the statutory agent and a managing member for SIMPLY SMART HOMES, and the statutory agent and sole managing member for SMART ENTERPRISES.
- SMART ENTERPRISES is and has been for all relevant time a managing member of SIMPLY SMART HOMES.
- SIMPLY SMART HOMES, SMART ENTERPRISES, and R. SMART may be referred to collectively as "Respondents."
- In April 2015, SIMPLY SMART HOMES was formed with the purpose of "flip[ping] properties" for a profit.
- 8. From approximately August 2015, until at least April 2016, R. SMART and SIMPLY SMART HOMES raised approximately \$110,000 from approximately four investors to fund the purchase and/or renovation of Arizona real estate. R. SMART and SIMPLY SMART HOMES issued Promissory Notes and/or Joint Venture Agreements to the investors within and from Arizona

(collectively the "SIMPLY SMART HOMES Offering"). Only one investor received a small return on their investments.

- 9. On or about August 2015, R. SMART and SIMPLY SMART HOMES obtained loans to finance the acquisition of two residential properties (the "Meadowbrook Property" and the "Stancrest Property"). Both loans were secured by Deeds of Trust and were recorded. The loans were for a six month term and totaled over \$500,000.
- 10. On or about December 2015, R. SMART and SIMPLY SMART HOMES stopped making the loan payments. On or about December 30, 2015, a law firm for the lender demanded payment on the loans.
- R. SMART acknowledged that he had received the notices and knew the properties were in jeopardy of foreclosure.

INVESTOR 1

- 12. At all relevant times, Investor 1 was a resident of Arizona.
- 13. On or about August 13, 2015, Investor 1 invested approximately \$10,000 in the Meadowbrook Property. Investor 1 was promised a 12% return within 90 days. A Joint Venture Agreement ("JVA") was executed between "Richard Smart c/o SIMPLY SMART HOMES, LLC," and Investor 1. According to the JVA, Investor 1's funds were to be specifically used "towards the closing of the subject property."
- 14. Investor 1's JVA further stated that "Richard Smart & SIMPLY SMART HOMES, LLC shall make the day-to-day decisions regarding the rehab/remodel of the subject property in order to maximize the highest and best potential for the property to be sold once construction and rehab is completed." Investor 1 did not participate in the renovation or make any decisions involving the renovation of the Meadowbrook Property. R. SMART admitted that Investor I, "was a passive" investor.

Decision No. 76063

15. Investor 1's JVA was silent as to the recordation of her security interest. However, the JVA stated that Investor 1 "will be added and considered as a 2nd lien holder¹ of the subject property with all other items of this agreement being the same."

INVESTOR 2

- 16. At all relevant times, Investor 2 was a resident of Arizona.
- 17. On or about December 2015, Investor 2 was first introduced to R. SMART at a financial group coaching program. R. SMART represented to Investor 2, that he was an experienced and successful real estate investor.
- 18. R. SMART offered Investor 2 of an opportunity to invest in the Meadowbrook Property, and suggested that Investor 2 meet him at the Meadowbrook Property, to take a look.
- 19. On or about January 2016, Investor 2 met R. SMART at the Meadowbrook Property. R. SMART informed Investor 2, that he was looking for an investor to provide funding (\$20,000) that would only be used for the repair and renovation of the Meadowbrook Property. R. SMART further stated that the renovations/repairs to the Meadowbrook Property would be completed in a few weeks and the property would be sold for a profit in approximately six weeks. R. SMART also gave Investor 2 a tour of the Stancrest Property.
- 20. R. SMART represented to Investor 2 that he should be done soon on the Meadowbrook Property and "[i]f you want to place your money and make some money really quickly, throw it into Meadowbrook." And, that he had buyers lined up to purchase the Meadowbrook Property, as soon as the rehab of the home was finished.
- 21. On or about January 26, 2016, Investor 2 invested approximately \$20,000 in exchange for a promised 12% return, upon sale of the Meadowbrook Property. A Promissory Note² ("Note") and a JVA were executed.

On May 2, 2016, Investor 1's JVA was recorded with the Maricopa County Recorder's Office.

² On January 26, 2016, Investor 2 recorded his Promissory Note with the Maricopa County Recorder's Office.

- 22. According to Investor 2's JVA, the funds were to be specifically used to "complete the project" regarding the renovations on the Meadowbrook Property.
- 23. R. SMART and SIMPLY SMART HOMES stated to Investor 2, that he was the only investor involved in the Meadowbrook Property, and that he was in the 2nd lien holder position on the Meadowbrook Property. When in fact, Investor 1 invested in the Meadowbrook Property on or about August 13, 2015³.
- 24. According to Investor 2's JVA, R. SMART and SIMPLY SMART HOMES "shall be responsible for acquiring, repairing, renovating, and selling the Property." Investor 2 did not participate in the renovation or make any decisions involving the renovation of the Meadowbrook Property.
- 25. Respondents used certain funds deposited by Investor 2 on travel, dining, and other expenses not related to the Meadowbrook Property.

INVESTOR 3

- 26. At all relevant times, Investor 3 (husband and wife) were residents of Arizona.
- 27. On or about January 26, 2016, Investor 3 attended a real estate investors meeting, they were new to real estate investing and were looking for guidance and a mentor. During the meeting, Investor 3 observed R. SMART making comments to the group about his real estate investment experience and current projects. After the meeting, Investor 3 approached R. SMART and explained to him, that they were looking for a mentor to guide them in real estate investing.
- 28. On or about January 30, 2016, Investor 3 met with R. SMART at the Meadowbrook Property. R. SMART indicated all the renovations that he had done to the property, as well as what needed to be done to complete the project. R. SMART informed Investor 3 that the project should be completed within 60-90 days. R. SMART also gave Investor 3 a tour of the Stancrest Property.
- 29. On or about February 11, 2016, R. SMART forwarded to Investor 3 an invitation to attend a "Free Real Estate Rockstar Investors Interview and Class." The invitation stated "our guest

³ Investor 1's security interest in the Meadowbrook Property was not recorded until May 2, 2016.

interviewee and teacher for this event is Richard Smart." The invitation further stated "here is what Richard has to say about getting his start as a real estate investor...I have been involved in over a 100 real estate investing deals. If there is a conventional OR CREATIVE WAY to do a deal and invest in real estate, to hold for the long-term or to wholesale or fix/flip/rehab for a profit, I have probably done it."

- 30. On or about February 19, 2016, R. SMART offered Investor 3 a chance to invest in the Meadowbrook Property. R. SMART represented to Investor 3, that this was an excellent opportunity. R. SMART stated to Investor 3, that he needed \$30,000 to finish the property and that he would have it on the market within the next 30 days. R. SMART stated that he would have their money back within 45-60 days with 12% interest.
- 31. R. SMART told Investor 3 that their investment money would only be used to pay contractors and to cover expenses that would be incurred related to the sale of the Meadowbrook Property.
- 32. R. SMART stated to Investor 3 that he has never lost money on an investment because he knows what to buy and when to buy it. R. SMART guaranteed that Investor 3 would receive all of their investment back.
- 33. On or about February 26, 2016, Investor 3 invested approximately \$30,000 in exchange for a promised 12% return, upon sale of the Meadowbrook Property. Investor 3 signed a Note and JVA.
- 34. According to the Investor 3's JVA (as well as Investor 2's), the total amount of the investor's funds "shall be deposited by Investors into the business account of SIMPLY SMART HOMES, LLC at Wells Fargo Bank." R. SMART individually provided Investors 2 and 3 with a bank account number, and instructed Investors 2 and 3 to wire transfer and/or deposit their individual investment funds into the bank account. Investors 2 and 3 complied with R. SMART's instructions. However, Investors 2 and 3 were not told that the bank account number provided by R. SMART was

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25 26 account.

for the SMART ENTERPRISES' business account, and not the SIMPLY SMART HOMES' business

- 35. R. SMART is the sole authorized signatory for the SIMPLY SMART HOMES' and SMART ENTERPRISES' business accounts. Both business accounts are maintained at the Wells Fargo Bank.
- 36. According to Investor 3's JVA (as well as Investor 2's), "the Developers [R. SMART and SIMPLY SMART HOMES] shall not have the authority, without the prior written approval of the Investor's, to...commingle Investment Funds with any funds of the Developers or any other funds." In light of that statement, R. SMART admitted that he uses the SMART ENTERPRISES' business account for his personal living expenses, because "it's to keep from being sued... I learnt that technique in an asset judgment class, many moons ago. The phrase that I keep hearing is own nothing but control everything."
- 37. On or about February 26, 2016, R. SMART issued a check for \$11,000 from the SMART ENTERPRISES' business account, to Burley and Associates. R. SMART admitted that the \$11,000 check would not have cleared his account had Investor 3 not deposited funds into SMART ENTERPRISES' business account. R. SMART further admits, "I wouldn't have written it if the money wasn't in there." R. SMART stated that the \$11,000 check (for real estate investment classes and training) had nothing to do with the Meadowbrook Property.
- 38. On or about March 11, 2016, R. SMART and SIMPLY SMART HOMES, signed Investor 3's Note and JVA⁴.
- 39. According to Investor 3's JVA (as well as Investor 2's), "a first lien pursuant to a first mortgage on the Property, held by a different lender, (the "First Lien Holder"), in the amount of \$290,000.00 ("First Note")...the Property is not subject to any other liens, claims or encumbrances, nor is it subject to any cloud of title." R. SMART and SIMPLY SMART HOMES stated to Investor

Decision No.

⁴ On March 18, 2016, Investor 3 recorded their JVA, Note, and a Deed of Trust with the Maricopa County Recorder's Office. 7

3, that they were the only investors involved in the Meadowbrook Property, and that they were in the 2nd lien holder position on the Meadowbrook Property. When in fact, Investors 1 and 2 had already invested, and Investor 2 was in the 2nd lien holder position on the Meadowbrook Property.

- 40. According to Investor 3's (as well as Investor 2's) Note, R. SMART and SIMPLY SMART HOMES represented that, "[t]he Lender will be listed as a lender on the title of the Security whether or not the Lender elects to perfect the security interest in the Security." Investors 2 and 3, unbeknownst to each other, individually took it upon themselves to record their security interests with the Maricopa County Recorder's Office.
- 41. According to Investor 3's JVA, R. SMART and SIMPLY SMART HOMES are "responsible for acquiring, repairing, renovating, and selling the Property." Investor 3 did not participate in the renovation or make any decisions involving the renovation of the Meadow Property.
- 42. Respondents used certain funds deposited by Investor 3 on real estate investment classes, travel, dining, and other expenses not related to the Meadowbrook Property.

INVESTOR 4

- 43. At all relevant times, Investor 4 (husband and wife) were residents of Arizona.
- 44. On or about April 2016, Investor 4 were introduced to R. SMART, by a third party. R. SMART stated to Investor 4 that he was a professional real estate investor, who had a history of successfully buying homes through foreclosure, fixing, and then renting them for a profit. And, that currently he was doing this with many homes and was looking for investors to contribute capital so that he could buy more homes, fix them and/or upgrade them, and then rent them for a profit.
- 45. On or about April 4, 2016, Investor 4 invested \$50,000 with a promised 10% annual rate of return. A Letter of Understanding and a JVA were executed.
- 46. According to Investor 4's JVA, R. SMART'S and SIMPLY SMART HOMES' role was to "locate, negotiate for, acquire and manage investment properties... and be responsible for the day-to-day operations." Investor 4's role was to "provide the money and qualify for financing."

Investor 4 did not participate in the acquisition, renovation, or management of any investment properties.

On or about April 4, 2016, Investor 4's \$50,000 investment funds were deposited into

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SIMPLY SMART HOMES' business account. At the time of the deposit, the SIMPLY SMART HOMES' business account had a balance of approximately \$143. On or about April 5, 2016, R. SMART did an online transfer of \$11,000 from the SIMPLY SMART HOMES' business account to the SMART ENTERPRISES' business account. The online transfer was classified as "Burley Fee." On or about April 19, 2016, R. SMART issued a check for \$4,389.86 from the SIMPLY SMART HOMES' business account to a real estate investment class and training program.

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48. Investor 4 was told that their investment funds would only be used towards buying homes, fixing them, and then renting them for a profit.

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49. Investor 4 was not told about the investors that invested [and never received a return on their investments] in the Meadowbrook Property.

Investor 4 has only received \$1,250 back on their investment.

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51. Respondents used certain funds deposited by Investor 4 on real estate investment classes, travel, dining, and other expenses not related to the investment.

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52. R. SMART failed to disclose to at least Investors 2-4 that he and SIMPLY SMART HOMES stopped making payments on the Meadowbrook and Stancrest Property loans. R. SMART also failed to disclose to at least Investors 2-4 that in January of 2016, he and SIMPLY SMART HOMES had defaulted on both mortgage loans and Notices of Foreclosure were filed on both properties.

53. Contrary to what R. SMART told Investors 2-4 the Meadowbrook Property was his first time flipping a house in Arizona, using his own funding to acquire a home, and overseeing a house renovation.

- 54. R. SMART failed to disclose any risks associated with investing in real estate to at least Investors 2 and 3.
- 55. R. SMART failed to disclose to at least Investors 2-4 that he had at least six judgments totaling \$7,331.01 entered against him in the State of Utah, for unpaid state income tax liens.
- 56. From August 2015, until April 2016, four investors collectively invested approximately \$110,000 in SIMPLY SMART HOME, of which \$1,250 was offset. The remaining principal amount owed is \$108,750.

II.

CONCLUSIONS OF LAW

- The Commission has jurisdiction over this matter pursuant to Article XV of the Arizona Constitution and the Securities Act.
- 2. Respondents SIMPLY SMART HOMES, and R. SMART offered or sold securities within or from Arizona, within the meaning of A.R.S. §§ 44-1801(15), 44-1801(21), and 44-1801(26).
- 3. Respondents SIMPLY SMART HOMES, and R. SMART violated A.R.S. § 44-1841 by offering or selling securities that were neither registered nor exempt from registration.
- Respondents SIMPLY SMART HOMES, and R. SMART violated A.R.S. § 44-1842
 by offering or selling securities while neither registered as a dealer or salesman nor exempt from registration.
- 5. Respondents SIMPLY SMART HOMES, and R. SMART violated A.R.S. § 44-1991 by (a) employing a device, scheme, or artifice to defraud, (b) making untrue statements or misleading omissions of material facts, or (c) engaging in transactions, practices, or courses of business that operate or would operate as a fraud or deceit.
- Respondents SIMPLY SMART HOMES', and R. SMART'S conduct is grounds for a cease and desist order pursuant to A.R.S. § 44-2032.

7. Respondents SIMPLY SMART HOMES', and R. SMART'S conduct is grounds for an order of restitution pursuant to A.R.S. § 44-2032.

- 8. Respondents SIMPLY SMART HOMES', and R. SMART'S conduct is grounds for administrative penalties under A.R.S. § 44-2036.
- 9. Respondent R. SMART directly or indirectly controlled persons or entities within the meaning of A.R.S. § 44-1999, including but not limited to SIMPLY SMART HOMES. Therefore, Respondent R. SMART is jointly and severally liable under A.R.S. § 44-1999 to the same extent as SIMPLY SMART HOMES for any violations of A.R.S. § 44-1991.
- 10. Respondent SMART ENTERPRISES directly or indirectly controlled persons or entities within the meaning of A.R.S. § 44-1999, including but not limited to SIMPLY SMART HOMES. Therefore, Respondent SMART ENTERPRISES is jointly and severally liable under A.R.S. § 44-1999 to the same extent as SIMPLY SMART HOMES for any violations of A.R.S. § 44-1991.

III.

ORDER

THEREFORE, on the basis of the Findings of Fact, and Conclusions of Law, the Commission finds that the following relief is appropriate, in the public interest, and necessary for the protection of investors:

IT IS ORDERED, pursuant to A.R.S. § 44-2032, that Respondents SIMPLY SMART HOMES, and R. SMART, and any of Respondents SIMPLY SMART HOMES', and R. SMART'S agents, employees, successors and assigns, permanently cease and desist from violating the Securities Act.

IT IS FURTHER ORDERED, pursuant to A.R.S. § 44-2032, that Respondent R. SMART, individually, shall, jointly and severally with SIMPLY SMART HOMES, and SMART ENTERPRISES, pay restitution to the Commission in the principal amount of \$108,750 as a result of the conduct set forth in the Findings of Fact and Conclusions of Law. Payment is due in full on

the date of this Order. Payment shall be made to the "State of Arizona" to be placed in an interest-bearing account controlled by the Commission. Any principal amount outstanding shall accrue interest at the rate of 10% per annum from the date of purchase until the date of this Order. Interest in the amount of \$12,361.64 has accrued from the date of purchase to April 5, 2017.

IT IS FURTHER ORDERED that the restitution ordered in the preceding paragraph will accrue interest, as of the date of the Order, at the rate of the lesser of (i) ten percent per annum or (ii) at a rate per annum that is equal to one per cent plus the prime rate as published by the board of governors of the federal reserve system in statistical release H. 15 or any publication that may supersede it on the date that the judgment is entered.

The Commission shall disburse the funds on a pro-rata basis to investors shown on the records of the Commission. Any restitution funds that the Commission cannot disburse because an investor refuses to accept such payment, or any restitution funds that cannot be disbursed to an investor because the investor is deceased and the Commission cannot reasonably identify and locate the deceased investor's spouse or natural children surviving at the time of the distribution, shall be disbursed on a pro-rata basis to the remaining investors shown on the records of the Commission. Any funds that the Commission determines it is unable to or cannot feasibly disburse shall be transferred to the general fund of the state of Arizona.

IT IS FURTHER ORDERED, pursuant to A.R.S. § 44-2036, that Respondent R. SMART, individually, shall, jointly and severally with Respondents SIMPLY SMART HOMES, AND SMART ENTERPRSIES, pay an administrative penalty in the amount of \$15,000 as a result of the conduct set forth in the Findings of Fact and Conclusions of Law. Payment is due in full on the date of this Order. Payment shall be made to the "State of Arizona." Any amount outstanding shall accrue interest as allowed by law.

IT IS FURTHER ORDERED that the administrative penalty ordered in the preceding paragraph will accrue interest at the rate of the lesser of (i) ten percent per annum or (ii) at a rate per annum that is equal to one per cent plus the prime rate as published by the board of governors of the

Decision No.

federal reserve system in statistical release H. 15 or any publication that may supersede it on the date that the judgment is entered. IT IS FURTHER ORDERED that payments received by the state of Arizona shall first be applied to the restitution obligation. Upon payment in full of the restitution obligation, payments shall be applied to the penalty obligation.

Exhibit A

Investor	Investment Date	Investment Amount	Return	Net Principal Owed at Order Date
1	8/14/2015	10,000.00		10,000.00
2	1/26/2016	20,000.00		20,000.00
3	2/26/2016	30,000.00		30,000.00
4	4/4/2016	50,000.00	1,250.00	48,750.00
Totals:		110,000.00	1,250.00	108,750.00

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1	SERVICE LIST FOR: SIMPLY SMART HOMES, LLC, et al.	
2	SIMPLY SMART HOMES, LLC 2733 North Power Road, Suite 102 Mesa, AZ 85215	
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4	SMART ENTERPRISES, LLC	
5	2733 North Power Road, Suite 102 Mesa, AZ 85215	
6	RICHARD A. SMART	
7	1654 North Sterling Mesa, AZ 85207	
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1	BEFORE THE ARIZONA COR	RPORATION COMMISSION			
2	COMMISSIONERS				
3	TOM FORESE – Chairman				
4	BOB BURNS DOUG LITTLE ANDY TOBIN				
5	BOYD DUNN				
6	In the matter of:) DOCKET NO: S-21002A-17-0016			
7	SIMPLY SMART HOMES, LLC, an Arizona limited liability company,))			
8	SMART ENTERPRISES, LLC, an Arizona	CERTIFICATION OF SERVICE OF PROPOSED OPEN MEETING AGENDA			
9	limited liability company,	ITEM			
10	RICHARD A. SMART, an unmarried man,))			
11	Respondents.				
12	On this 21st day of March, 2017, the foregoing	ng document was filed with Docket Control as a			
13	Securities Division Memorandum & Proposed Order, and copies of the foregoing were mailed on				
14	behalf of the Securities Division to the following who have not consented to email service. On this				
15	date or as soon as possible thereafter, the Commission's eDocket program will automatically email				
16	a link to the foregoing to the following who have consented to email service.				
17					
18	SIMPLY SMART HOMES, LLC 2733 North Power Road, Suite 102				
19	Mesa, AZ 85215 Respondent				
20	SMART ENTERPRISES, LLC				
21	2733 North Power Road, Suite 102 Mesa, AZ 85215				
22	Respondent				
23	RICHARD A. SMART 1654 North Sterling				
24	Mesa, AZ 85207 Respondent				
25	1. 10 D.				
26	Emie R. Bridges, Executive Assistant				

Decision No. 76063